

AMENDMENTS TO THE CLAIMS

The listing of claims below replaces all prior versions of claims in the application.

1. – 25. (Cancelled)

26. (Currently Amended) A digital broadcast receiving device, comprising:
receiving means for receiving a digital broadcasting signal that carries data representing advertising information and geographical area information for the advertising information;
means for providing position data representing the position of the digital broadcast receiving device in response to reception by the device of a transmission signal from a transmitter; and
selection means for selecting, in accordance with the position data and the geographical area information, advertising information received by the receiving means to be supplied to an output means; and
means for supplying the selected advertising information to the output means in response to reception of a timing signal, said timing signal being a beacon signal.
27. (Previously Presented) A digital broadcast receiving device according to claim 26, wherein the device is arranged to receive a transmission signal with a Global Positioning System receiving circuit.

28. (Previously Presented) A digital broadcast receiving device according to claim 26 or claim 27, wherein the device is arranged to receive a transmission signal with a beacon receiving circuit.

29. (Previously Presented) A digital broadcast receiving device according to claim 26, further comprising a memory for storing advertising information.

30. (Previously Presented) A digital broadcast receiving device according to claim 29, wherein the device has a mode of operation in which the advertising information selected by the selecting means is stored in the memory.

31. (Previously Presented) A digital broadcast receiving device according to claim 29 or claim 30, in which the memory is also for storing geographical area information and wherein the device has a mode of operation in which the selection means is arranged to select advertising information stored in the memory.

32. (Previously Presented) A digital broadcast receiving device according to claim 26, further comprising message output means for outputting a message indicating the existence of advertising information selected by the selecting means.

33. (Previously Presented) A digital broadcast receiving device according to claim 32, wherein the message output means comprises a speech synthesis circuit.

34. (Previously Presented) A digital broadcast receiving device according to claim 32, wherein the message output means comprises an on-screen display means.

35. (Previously Presented) A digital broadcast receiving device according to claim 32, wherein the message output means comprises a light emitting diode.

36.-39. (Cancelled)

40. (Previously Presented) A digital broadcast receiving device according to claim 26, further comprising output means for outputting at least one of video and audio.